

NATIONAL INSTITUTE OF INDUSTRIAL PSYCHOLOGY

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The Work of the Institute



SYCHOLOGY, the Science of the Mind, has, like other Natural Sciences, a pure and an applied aspect. For a considerable time Psychology has been usefully applied to Medicine and to Education: its latest application has been to Industry.

The National Institute of Industrial Psychology was established in 1921. It is a charity with the double object of furthering the study of Industrial Psychology and of applying its results in practice. The Institute is *non-political*: Viscount D'Abernon is its President; the Marquess of Reading, Sir Josiah Stamp, and the Right Hon. William Graham are Vice-Presidents. The three other Vice-Presidents are the present President and the immediate past-Presidents of the Royal Society. Leading industrialists and some important Trade Unions have contributed to its funds.

THE PURPOSE

The Institute has a thoroughly practical purpose. Its aim is to reduce the waste of human energy throughout industry. It effects this by employing a staff of expert investigators who study the human factor among workers of all grades (management as well as labour) in factories, mills, mines, stores and offices. These investigators have themselves acted as miners, machinists,

packers, shop assistants, etc., in the course of their observations. The changes that have been introduced consequent on their investigations have resulted in increased output, lowered costs of production, improved conditions of work, greater contentment of the workers, and in many cases increases in their earnings.

INDUSTRIAL INVESTIGATIONS

One hundred and seventy-four investigations have now been carried out on behalf of a great variety of industrial concerns. They include Armstrong Siddeley Motors, Ltd., Bank of England, Boots Pure Drug Co., Ltd., Bovis, Ltd., Chivers & Sons, Ltd., Gordon England, Ltd., Guest, Keen & Nettlefolds, Ltd., Harrods, Ltd., Hazell, Watson & Viney, Ltd., W. & R. Jacob & Co., Ltd., Lewis's, Ltd., J. Lyons & Co., Ltd., R. H. Macy & Co. (New York), Manchester Guardian, Ltd., Mather & Platt, Ltd., North British Rubber Co., Ltd., Rowntree & Co., Ltd., Shell-Mex, Ltd., South Metropolitan Gas Co. (these are specifically mentioned because they, with many others, have allowed the Institute to publish the letters of appreciation which they have written); and they comprise the largest stores in the country and several of the most important companies engaged in the manufacture of motor cars, car-bodies, textiles, metal ware, gas, chemicals, etc., and in omnibus, railway and shipping transport. The Institute has conducted investigations in agriculture illustrating the improvements in efficiency and reductions in cost which are possible by the application of improved methods.

THE WORKER'S POINT OF VIEW

The Institute sets out to determine—by actual observation, experiment and the systematic collection of data—what are the various causes in any industrial concern that prevent the worker (using the word in its widest sense) from giving his best. It aims at reducing all possible causes of needless strain or friction, whether they be *physical*—due to bad lighting, ventilation or posture, bad movements or methods of work, bad arrangements of material, bad organisation and lay-out, or *mental*—due to strain, irritation, dissatisfaction or anxiety, especially in relation to monotony, fatigue, lack of training or incentives, or defective management.

VOCATIONAL GUIDANCE AND SELECTION

The Institute has devised satisfactory methods of determining and estimating inborn individual differences in general ability (intelligence) and in special abilities. These methods have been in the first place successfully applied to the selection of the most suitable candidates for given vacancies



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in various occupations. They have since been used with considerable promise of success in guiding an applicant in the choice of that career which will best suit his native abilities and talents. In vocational guidance it has carried out work for, and has received the co-operation of, the Ministries of Labour and Agriculture, the Board of Education, the War Office, the Home Office, the Post Office and other Government Departments, the London County Council and other Educational Authorities. A number of important schools of the country have made use of the Institute's staff of experts in vocational guidance. Individual consultations are arranged for boys or girls who are in need of advice for the choice of a suitable occupation.

TRAINING OF INVESTIGATORS

The Institute is also engaged in training prospective investigators for firms. It gives lectures throughout the country. It is responsible for instructing students in the subject in the University of London. It is also carrying out important researches and has published several special reports. In its new premises it has its own Laboratories, Research Rooms, Testing Rooms, Lecture Room and Library.

THE APPEAL

The Institute's work rests on the belief that only through the scientific study and improvement of the human factor can there be true industrial progress, and that where this factor is neglected, inefficiency, unrest and revolutionary tendencies flourish. It has received considerable financial support from the Carnegie United Kingdom Trust and from the Rockefeller Fund.

More help is needed. Total donations to date amount to £44,000, but to put the Institute on a thoroughly sound and independent basis a further sum of £56,000 is required. The first step towards the acquisition of this sum is to increase the number of members (minimum subscription £1).

MEMBERSHIP

The privileges of membership are numerous—the receipt of an interesting and unique Journal; special lectures and visits to important factories and institutions arranged by the Institute; the use of the most comprehensive library on Industrial Psychology in Great Britain; the right of nomination of Vocational Guidance consultations at reduced fees.

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